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PHILPORT, TAB HONORED FOR EYES ON INNOVATION

NEW YORK, NY, April 1, 2009 – As the Traffic Audit Bureau (TAB) prepares for the rollout of its new EYES ON audience measurement system in late April, it is being recognized for the true value it will bring to the Out of Home medium. This was apparent on April 1st at the New York Marriott Marquis Hotel where the Advertising Research Foundation (ARF) hosted its 2009 Great Mind Awards.

Joe Philport, President and CEO, of the TAB was on hand to receive the ARF's Gold Level Great Mind award awarded for innovation in research given for the development of TAB's EYES ON audience measurement system. The award recognizes Out of Home's new role as the advertising industry leader in innovative media measurement. Out of Home is the first medium to report seeing an advertising message. Jodi Senese, Sr. VP of marketing at CBS Outdoor summed up the significance of what this award means to Out of Home, "Joe's ARF award is really an accolade for the entire out -of -home industry, and a referendum on EYES ON. The recognition is a reflection of both the importance of this new research to the future of OOH, and to the game changing significance of the methodology. This achievement is a direct result of Joe's expertise, orchestration and dedication."

“It is a great honor to receive this award from the ARF, but I don’t look at it as an individual accomplishment,” said Philport. “It really is a tribute to the members of TAB who had the courage to state their need and fund EYES ON, our Technical Committee who provided oversight to insure its quality, and 6 leading research suppliers who were willing to collaborate to make EYES ON a reality.”

TAB has ratcheted up its efforts to educate OOH practitioners in advance of the full data release in 200+ markets at the end of April. Visitors to eyesonratings.com may participate in two e-learning modules, aptly dubbed “EYES ON University”, to learn more about the system. Two recent webinars, hosted in concert between the TAB and OAAA, have yielded an average of over 400 attendees, a number likely much higher as it does not account for multiple listeners from the same sign-in location. On April 28th, they will host their third webinar, focusing on the transition to EYES ON and how best to buy and sell using the new currency.

For more information on EYES ON, or to view recordings of the webinars that have already been held, visit eyesonratings.com.

About the TAB

Established in 1933, the Traffic Audit Bureau for Media Measurement Inc. is a non-profit organization whose primary mission is to provide audience measures for Out of Home media in the United States. Run by a tripartite board comprised of advertisers, agencies and media companies, the TAB acts an

independent auditor in accordance to guidelines established by their Board of Directors.

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